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Searched the web for **deep link hyperlink redirect**.

Results **1 - 10** of about **1,150**. Search took **0.40** secon

eLawNetwork I Meta Tags
... info (CNET News.com) Attention Editors: **Deep Link** Away (wired.com) Defining Ruling
Issued in **Hyperlink** Patent Case ... Big Stink Over a Simple **Link** (wired.com ...
www.elawnetwork.com/meta.html - 18k - Cached - Similar pages

Comet ukaffiliates.com - Newsletter
Test **deep** links before you FTP and at least once a ... sure that you have the b.asp (banner)
link and you add &c= after the end of the **hyperlink** to **redirect** to ...
www.ukaffiliates.com/newsarchive/cometdeeplinking.html - 66k - Cached - Similar pages

Boysstuff.co.uk ukaffiliates.com - **Deep** Linking Information
Test **deep** links before you FTP and at least once a ... sure that you have the b.asp (banner)
link and you add to it &c= after the end of the **hyperlink** to **redirect** ...
www.ukaffiliates.com/deeplinking/ boysstuffdeeplinking.html - 84k - Cached - Similar pages
[More results from www.ukaffiliates.com]

Deep Link
... this page for a general discussion of **deep** links ... (Wayne...) I appreciate your editing
the above **hyperlink** to make ... The idea that anyone can **link** to anything is a ...
c2.com/cgi/wiki?DeepLink - 5k - Cached - Similar pages

E-BUSINESS IN THE ENTERPRISE - Don't be the Missing **Link**
... to control incoming hyperlinks through **hyperlink** policies and ... how your servers respond
to **deep link** requests. You can **redirect** requests based on referring URL ...
www.itworld.com/nl/ebiz_ent/09092002/ - 36k - Cached - Similar pages

RE: [dvd-discuss] 4C Entity
... The web browsers can **redirect** any > "**deep link**" > accesses to ... send a "Referral" >
header as a part of > web access requests when a **hyperlink** is selected ...
cyber.law.harvard.edu/archive/ dvd-discuss/msg08604.html - 7k - Cached - Similar pages

Re: [dvd-discuss] 4C Entity
... The web browsers can **redirect** any "**deep link**" accesses to ... browsers send a "Referral"
header as a part of web access requests when a **hyperlink** is selected ...
cyber.law.harvard.edu/archive/ dvd-discuss/msg08519.html - 7k - Cached - Similar pages
[More results from cyber.law.harvard.edu]

TCS: Tech Central Station - **Deep** Links? Yay!
... The idea of a **hyperlink** was to improve the ... web site, you could automatically **redirect**
users to your home page, thereby overriding the **deep link**.) Instead of ...
www.techcentralstation.com/051302B.html - 37k - Cached - Similar pages

Deep Linking | unraveled
... especially if it's as simple as a **hyperlink**. ... on the front page and then check/**redirect**
on each ... a blockquote or other element I will **link deep link** to point ...
www.unraveled.com/archives/2002/04/deep_linking - 14k - Cached - Similar pages
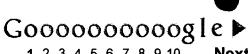
[PDF] LLR : ILLFY
File Format: PDF/Adobe Acrobat
... 20 Michelle Delio, **Deep** Linking Takes Another Blow, Wired ... to the DMCA, have the **link**
reestablished by ... DEFENSES AND DEFENSIVE STRATEGIES FOR **HYPERLINK** CLAIMS A ...
www.thompsoncoburn.com/pubs/MS005.pdf - Similar pages

h   g g e c   e ch h e   e   e   ee   h e   e ec

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Who owns a **web** page?
... ISP) The **author** may own the **content**, but the ... the services and information that their **web** server provides ... considerations for school districts to **protect** abuse of ...
lrs.ed.uiuc.edu/wp/original/censorship/ownership.html - 9k - Cached - Similar pages

Geek.com Geek News - Big 3 add **Content** Labels to **Web** pages
... and it may not stop children from seeing the **content** ... not that any respectable **Web author** would want to do this ... It is up to the government to **protect** us in ...
www.geek.com/news/geeknews/2002june/ gee20020626015145.htm - 74k - Cached - Similar pages

GigaLaw.com: Finally, Law Finds a Way To **Protect** Children Online
... attempt by lawmakers or businesses to **protect** children from ... so how will a single standard for **Web** sites work? Won't the **content** requirements for the new domain ...
www.gigalaw.com/articles/2002-all/ isenberg-2002-12-all.html - 20k - Cached - Similar pages

DMCA
... users to upload text, graphics or other **content**, you may ... Take the steps necessary today to **protect** yourself or your ... How to Obtain **Web** Site Copyright Protection ...
www.keytlaw.com/Copyrights/dmca.htm - 32k - Cached - Similar pages

ABCNEWS.com : System Makes Net **Content** Pay-Per-View
... can **protect** their work ... uncertainty, confusion and concern that [**content-provider**] sites are ... **Web** technology will outpace intellectual property law, leaving ...
abcnews.go.com/sections/tech/DailyNews/ seybold3.990901.html - 44k - Cached - Similar pages

TISPA - Statutory Filtering Software Links Texas Requires
... Filtering Tools Enable Responsible Parents to **Protect** Their Children ... media event even has its own **web** site ... Selection "PICS" is one of the **content** rating systems ...
www.tispa.org/info/kinnaman/filtering.htm - 36k - Cached - Similar pages

[p2p-hackers] Pumatech gets patent for hashing **content** to test ...
... holds a total = of 14 patents, which **protect** a wide ... via the Interne= t, browse **Web** **content** both on ... be notified of changes to personalized **Web** information via ...
zgp.org/pipermail/p2p-hackers/2001-April/000063.html - 10k - Cached - Similar pages

Microsoft Office Tools on the **Web** Security Scenarios
... resulting data stream appears as random characters, helping **protect** the data ... **Web** page live, the Office Tools on the **Web** team will check **content** and code ...
www.microsoft.com/office/ork/xp/two/admc07.htm - 26k - Cached - Similar pages

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... Pictures, Music, Text and **Web** into a ... Video,Personal Tech Solutions , MultimediaSuite **Content Provider** Edition. ... Evidence Eliminator and **protect** your Internet ...
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Setbacks in search for worm **author** | CNET News.com
... Virulent worm calls into doubt our ability to **protect** the Net ... **Web** hosting **provider**, an ISP, and a **Web** conferencing and streaming **content provider**. ...
news.com.com/2100-1001-982284.html - 32k - Cached - Similar pages

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Autonomy
... **Aggregator**. ... Filtering of **content** based on file extensions, source, topics and dates;
HTML ... Batch processing; Configurable import parameters (**restrict** file size etc ...
www.autonomy.com/Content/Products/Interfaces/PIB - 40k - Cached - Similar pages

Featured Article
... European court ruled against a "news **aggregator**" (essentially an ... set, and no laws
enacted to **restrict** deep linking ... of TotalNEWS framing Fox News **content** as its ...
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[PDF]Effective Web **Content** Management: Empowering the Business User ...
File Format: PDF/Adobe Acrobat - View as HTML
... **Restrict** access to some types of knowledge/information: Human resources can ... Benefits
of Using a **Content** Management Solution Anytime, anywhere Web publishing ...
www.techtutorials.com/tutorials/webmaster/content.pdf - Similar pages

[RTF]Additional articles about Digital **Content** on the Web:
File Format: Rich Text Format - View as HTML
... to indicate **hypertext** links; OR. ... With the ugly demise of Themestream, WebSeed is
the only **content aggregator** which tries to buck the trend by relying (partly ...
www.outfo.org/literature/pg/etext03/ebpub10r.rtf - Similar pages

[PDF]Slide 1
File Format: PDF/Adobe Acrobat
... The **content** portals can be thought of as gateways to the Internet. ... (Example: travel
aggregator Expedia http://www.expedia.com/daily/edit/language/uk.asp). ...
sbm-connect.tees.ac.uk/glynwork/Books/ Introduction%20to%20eBusiness%20and%20Technology%20ver2.pdf - Similar page

[PDF]Slide 1
File Format: PDF/Adobe Acrobat
... Module Indicative **Content** 1. Understand the role and use of Internet technologies
within a business ... 2.3 Store useful **hypertext** links in a bookmark file. ...
sbm-connect.tees.ac.uk/glynwork/Books/ Internet%20Business%20Applications%20Book.pdf - Similar pages

Personal knowledge publishing and its uses in research
... Subsequently, your **aggregator** automatically retrieves **content** from all ... to participate,
and will be **content** with the ... circles the norm is to **restrict** sharing to ...
radio.weblogs.com/0110772/stories/2002/10/03/ personalKnowledgePublishingAndItsUsesInResearch.html - 94k - Cached -
Similar pages

[PDF]Personal Knowledge Publishing and Its Uses in Research
File Format: PDF/Adobe Acrobat - View as HTML
... consists in typically short posts that feature **hypertext** links referencing ... Subsequently,
your **aggregator** automatically retrieves **content** from all ...
www.kmadvantage.com/docs/km_articles/ Personal_Knowledge_Publishing_and_Its_Uses_in_Research.pdf - Similar pages

[RTF]www.suite101.com/files/topics/6514/files/digitalcontent.rtf
File Format: Rich Text Format - View as HTML
... With the ugly demise of Themestream, WebSeed is the only **content aggregator**
which tries to buck the trend by relying (partly) on advertising revenue. ...
Similar pages

[PDF]3391NF.doc 01 October 2001 Mr Peter Parker The Internet Unit ...
File Format: PDF/Adobe Acrobat
... management and so is likely to **restrict** the way ... a potentially higher risk with regard
to integrity of **content**. ... a very heavy burden on the **aggregator** and force ...
www.fsa.gov.uk/pubs/discussion/06/responses/fis.pdf - Similar pages

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Result Page: **1** 2 3   **Next**

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RE: [dvd-discuss] 4C Entity

- *To*: "'dvd-discuss(at)cyber.law.harvard.edu'" <dvd-discuss(at)cyber.law.harvard.edu>
- *Subject*: RE: [dvd-discuss] 4C Entity
- *From*: Richard Hartman <hartman(at)onetouch.com>
- *Date*: Tue, 26 Sep 2000 14:53:16 -0700
- *Reply-To*: dvd-discuss(at)cyber.law.harvard.edu
- *Sender*: owner-dvd-discuss(at)cyber.law.harvard.edu

"Deep linking" is not really providing a URL to a page
down someone else's web site tree, it's embedding a
resource from someone else's site in your own page.

For example, on my site I have a bunch of pictures
of skaters. All of 'em are present somewhere on
this site: http://www.catslair.com

Now, if you set up a website on AOL and wanted to use
my pictures, there are two ways of doing it.

        1) copy 'em to your space on the AOL server
                (copyright violation)

        2) "deep link" -- write your pages to show
                images straight from my server.

The second method can't be copyright violation because
you never made copies of the pictures, right? I've
got 'em on my server for people to see, and you are
using my server. Well ... except that they are not
being presented with my HTML "wrappers" that has my
captions, copyright notices, ads, etc. Essentially you
are presenting my work as your own even though you
never made copies of it on your server.

This can be considered to be a) fraud (presenting
my work as your own) and/or b) theft of services
(using my server to save space and/or loading on
yours that would be used if you had copied my pictures).

This whole concept is a bit wierd, and certainly not
yet really covered by preexisting law. One approach
to this issue has been to pursue it as "trespass".
A bit unusual, but you gotta take what options the law
offers when you're breaking new ground, eh?

--
-Richard M. Hartman
hartman@onetouch.com

186,000 mi./sec ... not just a good idea, it's the LAW!

h   c be   h   e   ch e   c   g   h

> -----Original Message-----
> From: Stephen L Johnson [mailto:sjohnson@monsters.org]
> Sent: Thursday, September 21, 2000 12:42 PM
> To: dvd-discuss@eon.law.harvard.edu
> Subject: Re: [dvd-discuss] 4C Entity
>
>
> On Sep 21, Michael.A.Rolenz(at)aero.org wrote:
>
> >"deep linking" is something that I had never heard of before (anyone
> >else?). I suspect it's one of those "hacker" jargon made up
> by the press. I
> >must confess that I really don't understand what their
> concern is about.
> >Why should anyone have to plow through advertising to get to
> anything.
> >Magazines, books and even the newspapers have indexes and
> sections why
> >should an internet site be chained to a linear topology.
>
> Hello all. I'm new to the dvd-discuss list. But I have been
> reading the
> list archives for many weeks. All of the DeCSS cases have become an
> addiction. Hopefully I can make some small contribution to
> the discussion.
>
> "deep linking" is not what I would deem a "hacker" term. It's
> a new term
> given to a web site development pratice that really didn't
> need a name before
> now. The best techinical definition would be creating a hyperlink on
> a web page that points to an off-site web page that is not
> the home page of
> the internet site, i.e. (any off-site link that isn't
> http://some-company.com, http://
> www.some-site.org/index.html, and so forth.)
>
> The funny thing is I don't see why some companies are
> creating a bit stink or
> filing suit over it. In almost all cases, it is technical possible to
> prevent any "deep linking". The web browsers can redirect any
> "deep link"
> accesses to their site front page.
>
> This is possible because web browsers send a "Referral"
> header as a part of
> web access requests when a hyperlink is selected from a web page. The
> "Referral" header is the URL of the web page where the
> hyperlink was present.
>
> The web servers can be configured/programmed to look at the
> "Referral" header
> of a request. The web server can send redirect the browser
> to the site's front
> page if the "Referral" URL was not from soem where on their site.
>
> Stephen L Johnson   sjohnson@monsters.org
>

h   c be   h   e   ch e   c   g   h

- Prev by thread: **Re: [dvd-discuss] 4C Entity**
- Next by thread: **[dvd-discuss] what we are up against**
- Index(es):
  - **Date**
  - **Thread**

h   c be   h   e   ch e   c   g   h

N I T L E   *The National Institute for Technology & Liberal Education*

Deep linking: the Web, intellectual property, and the liberal arts

-- Bryan Alexander

The extremely rapid growth and popularity of the World Wide Web makes it one of the most extraordinary developments in the history of communication, but in all its complexity it resolves into two types of information: documents and the hyperlinks between them. According to the design vision of Web founder Tim Berners-Lee, users can click on universal resource locators (URLs) to jump from one document to any other document uploaded to a Web server. While this immense capability to link together any two products of human ingenuity offers many benefits, hyperlinking has, in the past several years, also represented a threat to some intellectual property owners. The developing controversy, currently focused on the question of "deep linking", has potentially profound implications for liberal arts colleges, because intellectual property and its situation in the world lies at the foundation of our collective enterprise.

Deep linking is a direct **hyperlink** to a Web document located deep within a Web site. A deeply-linked page is situated inside multiple layers of directories nested within directories. Such a page often has a very narrow focus, while pages closer to the home page are often more general. For example, a top-level document on a Roman history site might describe why the casual user would have an interest in ancient Rome; in contrast, a deep document would concern dating the advent of one military tactic on the empire's eastern frontier during the sixth century C.E. The visible sign of a deep link is an extended, slash mark-rich URL, such as the one for this BBC page on the geography of the war on terror: http://news.bbc.co.uk/hi/english/static/in_depth/world/2001/war_on_terror/what_next/. Nine directory layers hold that single document. A deep link takes the user directly to highly specific information, bypassing information about ownership, context, and authenticity that might be found by navigating through the upper levels of the site.

There are several advantages of deep linking from a user's point of view. At a practical level, it is simply very efficient to click from one document to another, for evidence, support, digression, or commentary. In terms of writing and composition, a reader may peruse deep links in a way that approximates the brain's habit of associative thinking, jumping from association to association. From a learner's standpoint, **hypertext** enables a rich view of the intertextual nature of information--a classic fact of life for librarians and scholars, but not so viable a part of students' lives, until now. The interlocking layers of scholarship, resource assessment, archiving, and reference are rendered transparent at a stroke through deep linking. It is as if a reader in the library of Alexandria could move from one page in a book to any other one, by a single touch.

Deep-linking becomes controversial not because of the **content** of the page per se, but because of the route a user takes to reach it. The leading reason for site-owners to oppose deep linking is that accessing a page from within its hosting site reinforces the site's "brand," while clicking to it from elsewhere de-emphasizes, or, worse yet, ignores that identifying and valuable brand. Without it, the owner's investment, be it fiscal, intellectual, or psychological, might not be recognized. In the *agora*, the intellectual marketplace of a highly populated World Wide Web, recognition yields repeated and further visits, and attention is perhaps the essential engine of this information economy.

The latitude a linking page has to present, contextualize, or even distort the linked information adds to anxieties about deep-linking. If the linking page doesn't clearly identify the target page's ownership, a user might consider the target's information to be the property of the linker. Further, in making such a link, a page might copy some language (or image) from the linked site, increasing that incorrect impression (Kaplan). The line between rich annotation and the theft of intellectual property (IP), a well-hewn one in the classroom, has been contested in court. A linked page contained within a framed site (where several Web pages appear within a browser simultaneously) further blurs that line.[1] Related to IP theft is its misuse. For example, Ditto.com was found guilty of injuring a photographer's sales, when they used copies of his images, very reduced in size, as links to his pages ("Kelly v. Arriba Soft"). The very nature of **hypertext** lends itself

to blurring notions of creator and consumer (Herrington, 118-119).

In 1997, Ticketmaster launched the deep linking controversy by suing Microsoft for directly linking to its site **content** from its CitySearch service. Microsoft lost that round in 1999, which led to another Ticketmaster suit, against Tickets.com. The latter won in a closely-watched decision in 2000, in which a federal judge apparently ruled in favor of deep linking (Kubiszyn). Despite the outcome of the second suit, which some saw as inconclusive,[2] many other companies, some overseas, were encouraged by the principle behind Ticketmaster's battles, and began their own legal attempts. In May 2001 a British company used legal threats to constrain a Danish company from deep linking to its Web pages. According to one journalist, the plaintiff's motivation was, most likely, that "any prominent banner advertising could be missed, possibly affecting a site's revenue stream. Or the user might miss important disclaimers and notices in the rest of the site" ("Could"). Late 2001[3] and early 2002 saw a steady increase in lawsuits filed against deep linkers, such as one by DallasNews.com (Manjoo).[4]

During the summer of 2002, National Public Radio (NPR) drew sharp criticism for its policy that allowed links to its **content** only by requested and explicit permission. The resultant controversy, fueled in part by the burgeoning medium of weblogs, focused partly on NPR's identity as a public service (with accompanying obligations of greater accessibility) (Kramer). After a series of hesitations and hedges, a new policy emerged--one which still (as of this writing) insists on the site owners' power to control links to **content** on their servers: "We reserve the right to withdraw permission for any link" (National Public Radio). Subsequently, a European court ruled against a "news **aggregator**" (essentially an annotated links page) that linked to another site's **content**, against the latter's prohibition. This ruling owes much to details of local law, especially Danish and EU database regulations; nevertheless, the story of a Web site being soberly, legally, and with consideration punished for deep linking made world news (Delio). Ramifications of this case are still fluid, given the slower than internet time schedules of the legal world, and the multiple complexities of the problem. At least one consulting lawyer noted an increase in deep linking suits during 2002 (Bowman). For example, as some have pointed out, search engines, such as Google or AllTheWeb, can only function through persistent deep linking to searchable documents (Sherman).

From the perspective of the IP owner interested in strongly controlling user interaction with their pages, several design options present themselves as remedies. For example, each page of a Website can carry a JavaScript that automatically redirects the user to the site's home. A site can also require registration in order to access **content**, and thereby acquire the ability to shape the user's experience through other means. (*The New York Times* offers a good example of this.) In education, an analogous approach places **content** behind a password-protected course management system, such as Blackboard or MIT's Stellar. Another option involves changing a document's URL by moving it within the site, such as from a "leading story" directory to an archive. This "breaks" any **hyperlink** pointing to the original page, and suggests the desired document's main site pages as a venue for finding the new URL.

A less technical strategy uses consistent page design to remind the user of the page's owner and site identity, while providing further routes into other **content** within that site. For example, consider the BBC Web page cited earlier, http://news.bbc.co.uk/hi/english/static/in_depth/world/2001/war_on_terror/what_next/. The BBC logo is repeated four times on that very short page, accompanied by fourteen links to other BBC pages much closer to the home page. The ready availability of this method, along with the several technical approaches, has led some to conclude that not using them implies an acceptance of, or even a licensing for deep links (Miller).
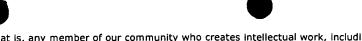
The increasing use of such strategies has inflamed the deep linking controversy into more conceptual arguments about the nature of intellectual property in the digital age. Deep linking proponents have argued that the historical conception of **hypertext** has generally favored a "flat" network without depths or shallows. Vannevar Bush, who first developed the notion of a hypertextual document network in 1945 (!), insisted that a researcher be able to connect directly and quickly to any document (Bush). Tim Berners-Lee, who created the concept and linking protocols of the Web, argues that seeking to prohibit a link strikes at the fundamental nature of the Web. If such practices became accepted, "the whole working of the web would break down" ("Links and Law: Myths"). In his recent *Small Pieces Loosely Joined*, David Weinberger argues:

> The Web couldn't have been built if everyone had to ask permission first. In the real world, we assume privacy and need permission to enter. On the Web, that flips. The politics of the Web, by its very nature, is that of public rights and public ownership. (53)

In the learning environment, this controversy is very relevant in three senses. First, such questions as "how should one find information," "can law limit creativity," or "what is the boundary of intellectual property," are fine topics for the liberal arts classroom, evoking the long tradition of provocative questioning and critical thinking. Since deep linking's confluence of law, design, and technology cuts across disciplinary borders, it gives rise to interdisciplinary discussions well.

Second, if legal sanctions continue to be attempted, members of the liberal arts community, or their IP experts, should keep an eye on developments. Educational implications remain unclear. Perhaps expanding student Web authoring and concomitant hyperlinking will trigger a defensive legal response from a deeply linked document's site owner (Murray). Berners-Lee recommends a very basic sort of prudence:

> If one writes "We go into this in more detail in our sales brochure (link)" there is an implication of common authorship. If one writes "Fred's message (link) was written out of malice and is a downright lie" one is denigrating (possibly libelously) the linked document. So the **content** of **hypertext** documents carry meaning often about the linked document, and one should be responsible about this. In fact, clarifying the relative status of the linked document is often helpful to the reader ("Links and Law").

Third, IP holders at liberal arts colleges--that is, any member of our community who creates intellectual work, including students, staff, and faculty--can consider the purposes and effects of placing their work on the Web. Does an author recognize that his/her work can be linked to by anyone connected to a browser? Is that sort of exposure desirable? This is a rhetorical question of the oldest sort, weighing what is to be communicated with the needs of a potential audience.

Yet such considerations and prudent practices should not reduce the power of the Web to enhance teaching, learning, and research. While some authorities counsel linking to a page only after receiving its owners' permission (Wood), no significant American precedent has been set, and no laws enacted to **restrict** deep linking. We are certainly in the midst of a dynamic sea change in attitudes towards intellectual property and its digital forms (Pollack). However, neither educators nor students enrolled in classes have been e-mailed by lawyers about their URLs. Hyperlinking remains a powerful tool for research and thoughtful expression (McAfee). Perhaps observing this field carefully, and both researching and teaching its issues, constitutes the best policy.

End Notes

[1] For example, cf the case of TotalNEWS framing Fox News **content** as its own. Samuel, The Illustrated Story, 120-123.

[2] For example, unfair competition laws weren't invoked, nor was any law prohibiting linking to a site whose policies expressly forbid deep linking. (France)

[3] Cf the legal warning requiring all links to a site to be established only by mutual agreement: http://chris.raettig.org/email/jnl00036.html.

[4] DallasNews.com now guards its documents with a registration policy.

Resources

The American Library Association's deep linking site:
http://www.ala.org/alaorg/oif/deeplinking.html.

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Authentica Delivers NetRecall; First Solution that Allows Enterprises To Securely Share Valuable or Confidential Web Content

Actively Protects Dynamic Web Content After It's Downloaded to a Browser

WALTHAM, Mass. - April 30, 2001 - Authentica, Inc., the premier **provider** of information security software for digital business communications, today introduced NetRecall™, the first and only solution that lets enterprises share valuable **Web content** with business partners and colleagues while actively controlling what recipients can do with it. NetRecall dramatically extends the protection of traditional **Web** security solutions, such as **Web** access control and SSL encryption, by allowing **Web content** to be controlled after it has been accessed or downloaded.

"Today corporations use authorization products, authentication and SSL encryption to **protect** access to information that resides on **Web** servers and corporate intranets. However, once information is downloaded, it is in the clear and can be freely used and distributed. NetRecall builds upon these proven solutions by securing the digital information itself and controlling what recipients can do with it after it has been downloaded to a browser," said Lance Urbas, president and CEO of Authentica. "With NetRecall, organizations can now use the **Web** as a secure communications channel for sharing highly valuable intellectual property and confidential information because they always hold the rights to control how this **content** is accessed and used, no matter where it's distributed on the **Web**."

"We needed a way to share sensitive legal information with our clients on the **Web** with the assurance that it would not be seen, accidentally or otherwise, by inappropriate parties," said Rodney A. Satterwhite, Chief Counsel/Knowledge Management for McGuireWoods LLP, an international law firm with 12 U.S. offices. "NetRecall was the only product available that could provide us with the level of control over our information that we required. NetRecall has allowed us to improve communication with our clients, speed litigation processes and give us the peace of mind that our clients' **Web**-based information is secure."

Key NetRecall features include:

- **Active Control of Web Content After Distribution:** Leveraging Authentica's patent-pending Active Rights Management™ (ARM) technology, NetRecall is a powerful enterprise software solution that picks up where SSL and other **Web** authentication solutions leave off. With these solutions, once **Web** information is downloaded to a **Web** browser, the recipient can print, save or redistribute the **content** to people who have not been granted access rights. NetRecall extends the protection of these solutions by allowing **Web** authors to actively control whether **content** can be viewed, printed, copied, saved locally, or forwarded after recipients have it. In addition, **Web** authors can revoke access to or expire **Web** pages, wherever they are distributed on the **Web**.

- **Protection for Dynamically Generated Web Content:** NetRecall protects dynamically created **Web content** by securing **content** on-the-fly before it is passed to the **Web** browser. This allows enterprises to more easily manage large amounts of **content** on intranet **Web** servers or large extranets.
- **Transparent Security:** NetRecall seamlessly integrates with a user's **Web** browser to allow viewing of protected **content**. Additionally, NetRecall doesn't require changes to existing **Web** applications or **content** management solutions.
- **Web Content Can Be Encrypted Independent of Web Server:** NetRecall provides the option to encrypt **content** locally on the **author's** desktop and not on a **Web** server. This gives the **author** a higher level of security and control over **Web** files and images. Protected **content** can be distributed in the form of an e-mail attachment or published directly to a **Web** server.
- **Comprehensive Tracking and Auditing:** NetRecall tracks **Web** activity to the file level and offers detailed information about who has accessed, read, and printed **content**. A complete audit trail is available without having to filter through extensive **Web** server log files or requiring technical resources to organize the data.

  "In settings like government agencies, manufacturing supply chains and legal departments, sensitive **Web content** needs to be shared within or across companies. Yet access control and secure delivery is not enough - once the information is in the recipient's browser, the **content** owner loses control. Persistent protection is needed to fully **protect** the **content** throughout its lifecycle," said Alan Weintraub, research director at Gartner.

Leveraging the Web as a Secure Communications Channel

NetRecall benefits any organization that has a need to share sensitive or proprietary information within their company or across the Internet, has a need to control (e.g. printing, forwarding, tracking) **content** and/or wants to leverage the time and cost benefits of conducting business on the **Web**. Some organizations that benefit from NetRecall include:

- **Manufacturers** - can share proprietary product information quickly and securely with all members of their supply chain but maintain the ability to manage, revoke and expire access.
- **Law firms and legal departments** - can share confidential legal information with clients and among lawyers and prevent it from being viewed by unintended recipients.
- **Government agencies** - can share classified **content** and images on a need-to-know basis with communities of interest and coalitions while controlling access and use.
- **Publishers** - can make high-value newsletter **content** available to paying subscribers and prevent it from being printed or forwarded to others.

NetRecall: How It Works

NetRecall's protection can be deployed in a distributed authoring environment or as a centrally managed **Web** application.

Distributed Authoring Environment

Using the **NetRecall Content Manager**, **Web** authors create policies that indicate how recipients may access or use **content**, and then encrypt it. The **Content** Manager also allows authors to track activity on protected information. Protection policies are stored on a central **Authentica Policy Server** and can be changed at any time. NetRecall encrypts each individual page and registers the keys for decrypting the pages, along with the associated policy, on the Authentica Policy Server. When a user attempts to access a **Web** page, he or she downloads the **NetRecall Secure Viewer** plug-in and, if authorized, views the protected information. **Web content** is always protected even if it is saved to the local machine.

Centrally Managed Web Environment

In a centrally managed environment, the NetRecall administrator can configure the **NetRecall Dynamic Protection Module** to **protect content** that is dynamically generated from a **Web** server or application, without involving the **Web** author. In this scenario, NetRecall encrypts **content** as it is served from the **Web** server and is completely independent from the **Web** application and **Web content** management solutions. NetRecall is part of Authentica's family of digital information security solutions, which includes PageRecall for electronic documents, MailRecall™ for e-mail, and NetRecall™ for **Web content**. As an integrated solution, Authentica's product suite is scalable, easy to use and simple for IT to administer and deploy across the enterprise.

Pricing and Availability

NetRecall is available immediately. Pricing is based on concurrent users and server configuration and starts at $17,000 (USD) for a 100-user installation.

About Authentica

Headquartered in Waltham, MA, Authentica, Inc. is the premier **provider** of information security software that lets businesses and organizations **protect** intellectual property and sensitive information throughout its lifecycle. Based on the company's unique Active Rights Management™ (ARM) technology, Authentica's suite of enterprise-ready products - MailRecall™, PageRecall™ and NetRecall™ - lets users dynamically control and manage their recipients' "use rights" to information including the rights to view, print, copy, and forward information, no matter where it is located. One of Computerworld's "100 Emerging Companies to Watch in 2001," Authentica provides its product suite to the pharmaceutical, legal, healthcare, financial, and

manufacturing industries as well as government intelligence agencies. For additional information, please visit www.authentica.com or contact us at (781) 487-2600.

Active Rights Management, MailRecall, PageRecall, and NetRecall are trademarks and Authentica is a registered trademark of Authentica, Inc. All other trademarks and trade names are the property of their respective companies.

NOTE to Editors: Product photography available upon request.

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